LIVING

Among the top technologies that have gained notable mention in the last half-decade, Artificial Intelligence (AI) ranks right at the top. Through learning models, AI engines can make incrementally improved decisions, the longer they remain active. This ability to learn and apply insights mirrors the way we humans interact with the world. AI in personal space is experiencing exponential growth due to explosion of big data and it being leveraged in the form of personal assistant and by the aggregators like Netflix, Uber and Ab InBev.

This level of convenience, visibility, and control is not reflected in similar efficiencies in an enterprise setting. The level of personalization and application of AI in real time is not as profound in enterprises as it is in our personal lifestyle. This has led to creation of an “Enterprise Opportunity Spectrum” which refers to the opportunity created due to current gap between conceptual expectation of AI technology in enterprises and their on-ground reality of implementation. Due to continuous advancement in academic research and applications of AI in personal space, this opportunity spectrum will further expand new avenues for enterprises to deliver value to employees and customers.
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At Zensar, we believe it is impossible to drive digital transformation in an environment that is fragmented, replete with disparate point solutions, and heavy on human intervention. As a result, we wanted to create a work environment at par with personal, living space systems, in terms of UX excellence and user control. We decided to undertake a large-scale transformation project pivoted on digitalization envisioning a workplace where we are “Living Digital”.

When we began our digital transformation journey, the goal was to create an agile and relevant enterprise focused on creating value through digitally empowered associates. At the current levels of the “Living Digital” initiative’s maturity, we are looking forward to the next phase: “Living AI”, where some of the opportunities unlocked by Zensar include:

- The use of NLP for voice commands, improving adoption rates for software applications
- ML to generate real-time insights on structured campaign data and unstructured social media and web data, assisting the CMO’s office
- ML to augment HR and talent acquisition platforms, reducing operating costs

We targeted a massive opportunity – encompassing 30 million sessions, 2 million+ downloads, 1000+ software releases across 30+ digital platforms.
Zensar's Point of view

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- **Experience AI**
  To significantly improve experiences through prediction and automation

- **Decision AI**
  To improve core processes and functional areas through machine learning and advanced data science

- **Research AI**
  Applied AI research to advance impact of AI to define new applications and new challenges to solve

To align ourselves with the Living AI philosophy, we have classified AI use cases into three modes:

- **Experience AI**
  This is the starting line introducing AI for point efficiency

- **Decision AI**
  These are back-end integrations to improve core processes (e.g. Alops)

- **Research AI**
  An essential part of digital transformation is sustained investments in AI R&D

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![Experience AI](experience_ai.png)

- Cognitive Computing
- Natural Language Processing

**Research AI**

- Fundamental AI R&D

- Deep Learning
- Data Science
- Decision AI

- Image Processing
- Machine Learning
We firmly believe in first implementing a concept internally and then taking it to the market and to our clients. This has helped us in learning and improving our solutions steadily. Hence, we have developed comprehensive platforms to enable our clients to align with our Living AI philosophy and leverage the best of AI offerings.

BUSINESS PROCESS TRANSFORMATION USING ZENSAR’S AI ENABLED PLATFORMS

We empower transformation of HR, Sales, Marketing and IT functions propelled by EDR framework to deliver best in class solutions and recommendations driven by Experience, Decision and Research AI.
HIGH IMPACT
HR TRANSFORMATION

Redefining people management by leveraging AI enabled strategy, talent supply chain tracking and associate engagement using ZenVerse, ZenCHRO and Talent@Zensar

ZenVerse

ZenVerse allows direct and unrestricted conversation between our leadership and our people globally resulting in transparent, open and inclusive engagement across the organization

Features:
• Sentiment analysis and word cloud to get organization pulse and enhance human experience
• Advanced AI to enable associates to drive strategic conversations
• Global live feed enables leadership to share live updates
• Advanced gamification to keep associates engaged
• Voice enabled interactions
• Smart customized dashboard for all associates

Improved KPI: Engagement Index (10-20%), Talent Retention (2-5%), Employee Satisfaction (3-5%)

ZenCHRO

CHRO dashboard leverages smart algorithms for smart insights on key HR metrics, AI enabled planning, governance and strategy

Features:
• Have a real-time visibility of resource capability and project delivery
• Save on cost by pro-actively assessing and optimizing workforce capabilities
• Automate resource planning by continuously tracking human supply and demand chain
• Makes HR governance effective and efficient

Improved KPI: CHRO Visibility (30-33%), Track Investment Accuracy (15-20%), Return on Investments (2-5%)
Talent@Zensar is a platform that transforms an associate's complete journey in a company by facilitating, a role change for skill and experience, a seamless integration process for associates, a hassle-free leave application experience etc.

Features:
- A digitally powered onboarding package
- AI Backed digital assistant to provide intuitive responses to all employee queries
- AI integrated one-click role change feature
- Application and tracking of leave
- Seamless flow of information throughout the organization

1000+ on-boardings | 1500+ jobs matched | 10000+ queries resolved
SUCCESSFUL SALES TRANSFORMATION

Comprehensively tracking sales metrics & impact of projects with ZenSales

One stop platform to track sales opportunities, understand project ramp-up and revenue realization in real-time.

Features:
- Single dashboard for all your deals – pipeline, wins, aborts, losses with real-time insights
- Dynamic resource tracker based on skill and experience
- AI powered ramp-up prediction engine
- Impact of every deal closure on salesperson’s target
- Ideal pipeline tracker based on historical performance
- Win predictor
- Tracked numbers - wins, pipeline and no of opportunities

Improved KPI: Bid to win ratio 10%, pipeline visibility 20%, associate fulfillment (staffing /supply) 20%
INTEGRATED MARKETING TRANSFORMATION

Administering end-to-end homogenized marketing campaigns using power-packed content curation with ZDegree and ZenEdge

ZDegree dashboard provides real-time marketing campaign trackers, return on investments, real-time insights and recommendations

Features:
• Data driven insights and real time recommendations powered by AI
• Know brand’s impact and effectiveness score
• Measuring proposition effectiveness score
• Measure Marketing Impact Index

Improved KPI: Decision Making (10-20%), visibility on-the-go (30-33%), return on digital (15-20%)

ZenEdge is a on-demand knowledge repository for learning & development, sales enablement and knowledge enabling a strong culture of learning, customized learning experience, recommendations and timely updates

Features:
• AI powered personalized recommendations based on user’s interest, search history and browsing activity
• Tailored assistance based on user’s activity on multiple integrated platforms
• On the go curated content to enable faster response time for client facing teams
• Voice based interactive learning modules

Improved KPI: Ease of access (45-50%), productivity (10-15%), sales acceleration (2-5%), customer satisfaction (1-5%)
COMPANY-WIDE
IT TRANSFORMATION

Monitoring IT functions and assets and gauging its impact on business with ZenCIO

ZenCIO is a smart digital dash boarding platform for CIO for IT apps & infrastructure performance & availability that helps in monitoring budget, assets and IT functions in one place

Features:
- Opportunity Insights for Capex and Opex trend and Predictive analytics
- Integration with ZenAccurate’s pricing for real-time data retrieval
- Effective asset management from BU level to project level with great traceability and awareness
- Advanced Data and Network Security with real-time threat and bandwidth monitoring
- Integration with all the other functions of the organization to perceive impact
BUSINESS TRANSFORMATION
SUCCESS STORIES

ZenVerse

Enterprise:
A business unit with a strength of 1500 diversely spread employees in a $3 Billion global BFSI organization, headquartered in the United States, implements Zensar’s Leadership Connect platform.

- 10x Increase in leadership-employee interaction
- 600 bps Increase in employee satisfaction
- 30+ Ideas inspired
- 72% Reduction in cycle time

Annual transactions on the platform

8 Digicast 35+ Broadcasts
2,500+ Queries Resolved 150,000+ Sessions

ZenEdge

Enterprise:
A $3 Billion global BFSI organization with a strength of 8,500 employees headquartered in the United States, implements Zensar’s sales solution

Bid-to-win improvement by 3.8% in FY18 vs. FY17
Avg. time to close deal reduced by 16 days in FY18 vs. FY17

100% mobile & live updates  Video streaming
Analytics to assist network & insights  Training modules
ZenSales
Enterprise:
A $3 Billion global service organization with a strength of 15,500 employees, headquartered in the United States, implements Zensar’s ZenSales platform
- 100% mobile & LIVE
- Incentivizes faster conversion and revenue recognition
- Smart AI assists decision making, complete visibility across supply chain

Improved Bid to Win - 3.8% | Reduction in Average time to close deals - by 26 days
Faster Revenue Recognition - 18% | Streamlined Supply Change ensuring 30%
better close rate of open positions

Bid-to-win improvement by 3.8% in FY18 vs. FY17
Avg. time to close deal reduced by 26 days in FY18 vs. FY17

ZDegree
Enterprise:
A $1.5 Billion global service organization in B2B space with more than 500 clients, headquartered in the United States, implements Zensar’s ZDegree platform
- Analyzing marketing dollars’ impact on pipeline
- Tracking key metrics like proposition effectiveness score and marketing impact index
- AI enabled decision making, complete visibility across marketing campaigns

10 million dollars savings due to AI derived insights
30% increase in engagement
25% increase in high quality lead generation
20% increase in ROMI

No. of engagements increased by 30% in FY18 vs. FY17
High quality lead generation increased by 25% in FY18 vs. FY17
Zensar is a leading digital solutions and technology services company that specializes in partnering with global organizations across industries on their Digital Transformation journey. A technology partner of choice, backed by a strong track record of innovation; credible investment in Digital solutions; and unwavering commitment to client success, Zensar’s comprehensive range of digital and technology services and solutions enables its clients achieve new thresholds of business performance. Zensar, with its experience in delivering excellence and superior client satisfaction through innovative technology solutions, is uniquely positioned to help its clients outperform and be future ready.

Corporate Headquarters: Pune, India
Global Offices: USA | UK | Europe | South Africa